

## **kynect ADVISORY BOARD**

### **Education/Outreach Subcommittee**

#### **Meeting Minutes**

**July 9, 2015**

#### **Call to Order and Roll Call**

The twenty-fourth meeting of the Education and Outreach Subcommittee was held on Tuesday, July 9, 2015, at 12:30 p.m. in Conference Room D at the Kentucky Office of the Health Benefit and Health Information Exchange. David Allgood, Chair, called the meeting to order at 12:30 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood, Chair; Susan Dunlap; Malea Hoepf Young; Rich Seckel; Jackie Engle for Bill Wagner (by phone); Kathy Wheeler, and Marcus Woodward. Gabriela Alcalde, Julia Costich, Patty Gregory, Andrea Bennett, Tina McCormick were not present at the meeting.

Staff Present: Brenda Parker, Jean Klinge, Jasmine Hall, Kris Hayslett, Peter Wilson, and Vanessa Petrey.

#### **Approval of Minutes**

A motion was made to accept the minutes of the March 19, 2015 and May 19, 2015, seconded and approved.

#### **Resignation of Member**

Andrea Bennett resigned, effective immediately and requested Stephen Lin of Kentucky Youth Advocates be named to the committee. This action was postponed until the next meeting since Mr. Lin was not in attendance.

#### **Mobile App Update**

Ben Vedda with the Deloitte Digital team provided an update on the new mobile app. The team anticipates conducting focus groups in Eastern and Western Kentucky immediately following the SHOP workshops being held by the Deloitte training team. The team hopes to have both the English and Spanish version tested. Individuals will be able to complete an application on their mobile device, take pictures of verification documents and upload them to their case, find events and locate an insurance agent or a kynector their area.

#### **Small Business Health Options Program (SHOP) Update**

David Ison and Khadijah Sims with OATS provided information on the new SHOP functionality. Employers will now have the capability to override their open enrollment start and end dates as well as update employee information. The invoicing cycle has been improved to give issuers extra time to effectuate the plans and allow the process to flow better. Wave 2 will include additional functionality including: anonymous browsing for employers, quick quoting tools for employers, and offering of dental only plans.

**Young Invincible Outreach Update**

Maureen Pilkinton, with Doe Anderson reported on kynect's upcoming presence at Forecastle Festival. kynect will be the sole sponsor of the two water stations. Additionally, kynect will provide a power station to charge your phone and photo booth that allows individuals to take selfies and post them directly to their social media account. The booth will also offer free sunscreen, wipes and prizes if they spin the health coverage wheel. Staff will be passing out blinking bracelets and mood bracelets at the water stations and throughout the festival grounds.

**Update on Healthy Reentry Coalition**

Lindsay Nelson, Kentucky Primary Care Association, announced that she will be resigning. KOHBIE staff thanked her for her assistance and efforts.

**Update on Outreach Efforts**

Ms. Klingle announced that in the 2016 open enrollment period would be a passive enrollment following the FFM. She also announced that the system is being enhanced to reflect the Supreme Court ruling on same sex marriage both for Medicaid and Qualified Health Plans. Additionally, fact sheets are being added to the SSP to accommodate several other languages. Some examples are Spanish, Arabic, Bosnian, Chinese, French Hindi, Korean, Nepali, Russian and Somali. Kiosk functionality is being improved to assist individuals with finding a kynector in their area and completing an application. Doe Anderson has released a new advertising campaign to attract the early renewals and encourage them to compare plans with the kynect offerings. The Division of Education and Outreach is actively seeking applicants for the Assistant Director and Sales Manager position.

**Other Business**

Ms. Klingle, provided a brief overview of the upcoming R5 release and will provide more information closer to the actual release date.

**New Business**

The next meeting of the subcommittee is tentatively scheduled for Sept. 17, 2015 with the time to be determined at a later date.

**Adjournment**

The meeting was adjourned at 2:00 p.m.